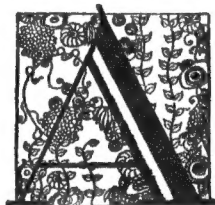


Quality and economy are closely linked at HARLING'S. This house answers the demand with an unsurpassed exclusive showing of Ladies' Outer Apparel at prices that always meet modest expectations.



Consider the convenience and satisfaction of assembling your Wardrobe in our Exclusive Shop, where there is nothing to distract, nothing to confuse, where all the merchandise is conveniently located. Add to these advantages, smart styles, unexcelled personal service, and you are thinking of this "Exclusive Shop where Fashion Reigns."

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STORE offering to the people of Calgary and country around a **bigger, broader, better service**, than any other retail establishment in the city. Every move is taken that will make for the greater convenience and better service to its patrons.

A Store of Independent Thought and Action

It operates independently—its methods are its own. It sets a pace rather than follow a lead. It is a store of originality and inspiration. Its merchandise is the **best**, its values the **greatest**, because in buying and selling it pursues an original policy that results in the **best for the least**. A store conducted for your benefit, where you can shop with ease, comfort and confidence.

And the reason that this store is doing something new and better every day is that we are finding every day a better way to do something.

Now, as we are just on the eve of Christmas shopping, you will find this store to be of great service to you, and we can assure you that you will find Christmas shopping at this store to be more of a pleasure than a bore.



"The Store of Personal Service"

CORNER 7TH AVE. & 1ST. ST. WEST

Just across the street from the Grand. A pleasant and most accommodating place to shop.

Page #
366
R842
1921

Officers and Directors Calgary Rotary Club, 1921



H. H. Bingham



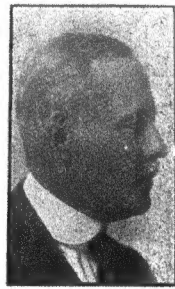
W. S. Davidson



George Fox



C. R. Latimer



P. L. Naismith



P. D. Sprung



F. E. OSBORNE, President.



Geo. Webster



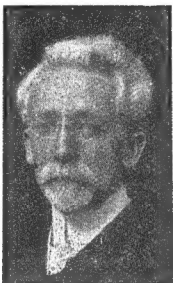
J. S. Ryan
1914-15



Past Presidents



W. Fowler
1915-16



Major Kerby
1916-17



R. J. Lydiatt
1917-18



L. A. Cavanaugh
1918-19



J. W. Davidson
1919-20



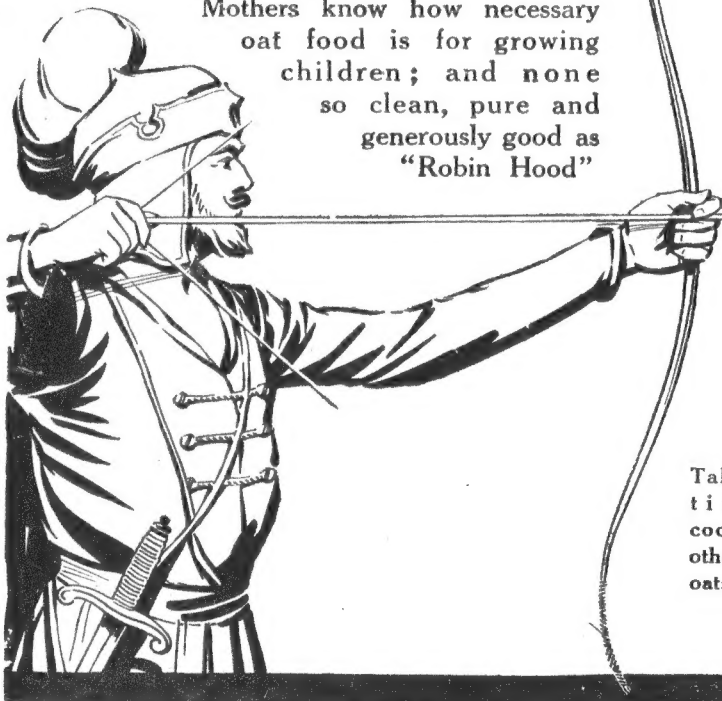
W. R. Marshall
1920-21

Gives Health and Strength

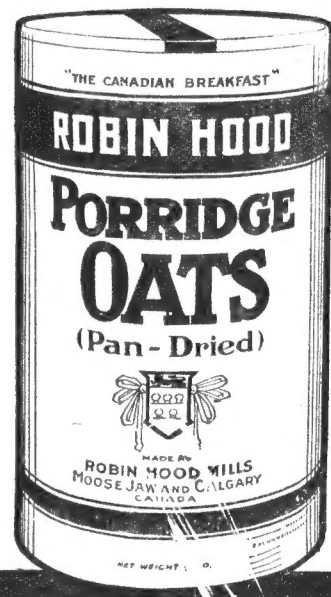
Children grow into strong, vigorous
manhood and womanhood on

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children; and none
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generously good as
"Robin Hood"



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Vital Elements in Rotary

By Dr. A. M. Scott

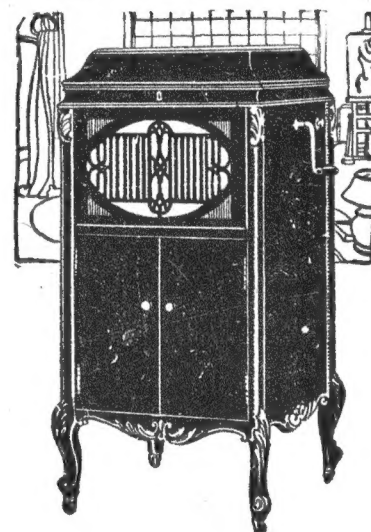
Will Rotary survive? This is a question that has been often asked during the past ten or twelve years, and one which still occurs to those interested in or watching its development and activities. The answer must lie in Rotary itself and will be best revealed by a study of its principles. In so far as it teaches and puts into practice basic life-giving principles, those by which the higher life of man is developed and strengthened it will continue to live and inspire men in all lands to better things.

What has it got of these, what are the vital elements of Rotary? For answer let us turn to the International President, Crawford McCullough, who says: "Rotary is an opportunity to rub shoulders with the other fellow in the democracy of Service and Friendship."

These two, friendship and service, are the vital elements of Rotary which give it dynamic and make it a force for uplift. They are based on fundamental truths established by the experience of centuries in the great art of living. For men are social creatures and enrichment of life comes from friendships; they are also part of a social order, and owe to society and the community in which they live, service for the highest good.

Friendship based on the fellowship of weekly gatherings, eating, singing and laughing together, planning for the good of others, learning to get beneath the exterior and find the heart of true goodness and inspiration to better things, this is what Rotary means. "The Rotary Club is a platform for the cultivation of all those desirable things which may flourish in the general atmosphere of good fellowship."

The companionship of Rotary gatherings, with their accompanying jollity and boy-like fun, is but the breeding ground of the permanent friendships



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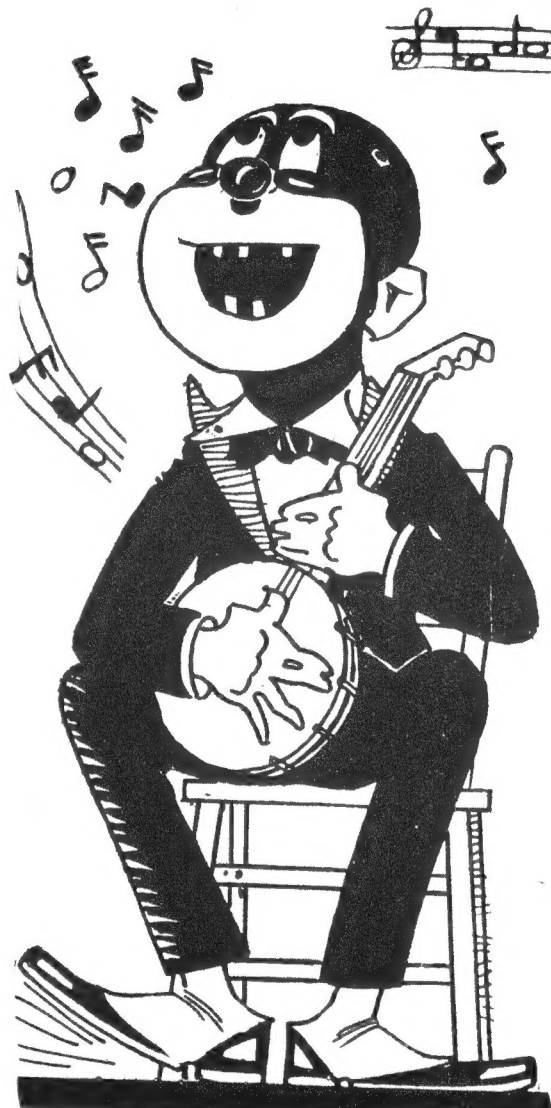
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Here they are—Baby, the log hut,
and the composite photograph of the
members of the Rotary Club, as they
appear in "Diamond Dust", the fifth
annual Rotary Uproar. This publicity
feature has attracted much amused
attention to the Rotary Minstrels in
the last week or so.





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of business life, akin to those of boyhood days. How much such friendship is needed, let every man who faces the battle of life decide for himself. Certain it is that some of the closest and most helpful friendships among the men of Calgary have been fostered through Rotary and the men who are most capable of big-hearted, whole-souled friendship make the best Rotarians.

Of still greater importance is the second vital element—Service. The dream of Rotary is the practical application of the Golden Rule to all business activities. This may seem an impossible ideal, certainly it is one not easy of attainment and failure to reach it sometimes makes Rotary the object of special criticism. The ideals of Rotary, however, are not in the clouds, they are based on fundamental truths. "To give is to receive; to lose oneself is to find oneself; to be happy is to serve." And more than 70,000 men in 18 countries of the earth are proving in their own experience the profound wisdom of these paradoxical sayings. So long as these two vital elements, friendship and service, are nurtured in the hearts of all Rotarians, and practised day by day, so long will Rotary continue to wield its magic influence over men, drawing them together in bonds of friendship, and sending them out fired with an ever-renewed determination to serve in the spirit of the Golden Rule.

"All things whatsoever ye would that men should do to you, do ye even so to them."

Rotary is man's humanity to man at its broadest, biggest and best. Wherever you see a Rotarian, there you see a man who is earnestly endeavoring day by day to learn how to be of greater service to those about him, working through the medium of his business, through his social opportunities, and through all established agencies of public service.

THE ORIGIN OF ROTARY CLUBS

Rotary was born February 23, 1905. Four Chicago men, one a lawyer, one a mining operator, the third a coal dealer, and the fourth a tailor, decided on that day to organize a Club. These men, drawn together through mutual acquaintance, proposed a series of meetings at their respective places of business.

The circle soon was enlarged by representatives from other lines of business so that within a year a membership of fifty was reached.

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Shirley Kellogg and Harry Tate

and Fifty English Beauties from the Gaiety Theatre, London.

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The Romantic Comedy with H.R.H. the Prince of Wales as the central figure.

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Return of these popular organizations in their 1921 Revues.

"Lady Forbes Robertson" (Gertrude Elliott)

In a Repertoire of her recent Successes.

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Revival of this Popular Opera.

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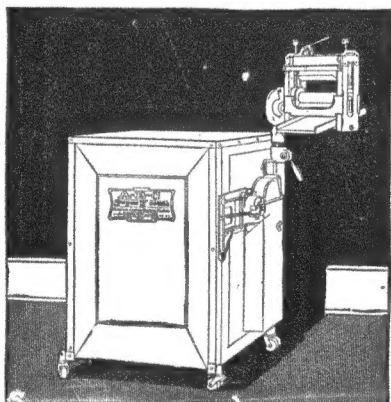
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Rotarian R. Jeff Lydiatt, Vice-President.



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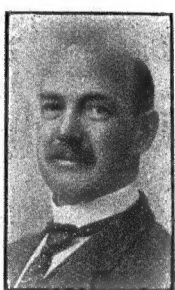
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Come in and hear it.

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The hits of this show are all
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The Origin of Rotary -- Continued

As the time came for each to act the host, he gave a discourse on his own business so that his guests might learn something worth while regarding it, and thus broaden their knowledge concerning various businesses outside their own.

The name "Rotary" was selected early in the life of the Chicago Club and was suggested by the early meetings, which were held in "rotation" at the various members' places of business.

The limited membership plan is one of the foundations of Rotary's strength. Rotary has no "paid" organizers and International Association is "mighty particular" about accepting new Clubs.

There are now over 1,000 clubs with a total membership of 75,000.

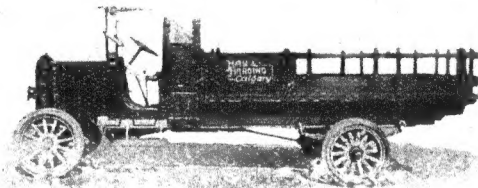
There are many Rotary clubs now in foreign countries.

Rotary clubs have a higher percentage of attendance of members at meetings than any other organization made up of business and professional men. Average attendance of all clubs in the United States and Canada is 77.40%.

Rotary principles and activities are based upon the belief that "He Profits Most Who Serves Best."

In addition to the 1,000 clubs in the United States, Canada, England, Scotland and Ireland, and including the six clubs in Cuba, Rotary clubs have been organized or are in process of organization in almost every country of the world. One of the recent achievements in foreign extension was the organization of a club in Madrid, Spain, with Marquis de Valdoiglesias, owner of the evening newspaper "La Epoca" as its first president.

Among the leading Rotary cities in other countries are Buenos Aires, Argentina, Montevideo, Uruguay, San Juan and Ponce, Porto Rico, Panama City and Colon, Panama, Honolulu and Hilo, Hawaii, Manila, Philippines, Tokyo, Japan, Shanghai, China, Calcutta, India, Mexico City, Mexico, Sydney and Melbourne, Australia, Auckland and Wellington, New Zealand and Johannesburg, South Africa. The total number of Rotary Clubs in the British Isles is forty-eight aggregating a membership of 5,000 men. At the present time there is much activity among the business and professional men of other foreign countries seeking to organize clubs, chiefly in Brazil, Chile, Peru, Denmark, Sweden and Belgium also Egypt. A club was recently organized in Paris and organization work is in progress in Amsterdam, Holland.



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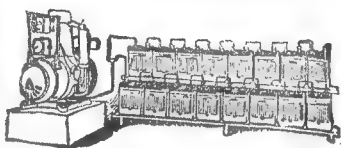
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Bud Campbell	Rupe McMurray
Tom Campbell	John McMurchie
Norman Campbell	Ben McMillan
J. W. Carlyle	Alex McMillan
Geo. Craig	Tilly McKean
Walter Davidson	Percy Newcombe
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Jim Hay	Gordon Stewart
Fred Hess	Z. Stanley
Harry Hutchcroft	Jim Sewell
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Maynard Joiner	Bert Thompson
Doc. Johnson	Bob Walker
Hal Jones	Bill Williams
Fred Johnson	Bill Wayman
Bill Keffer	

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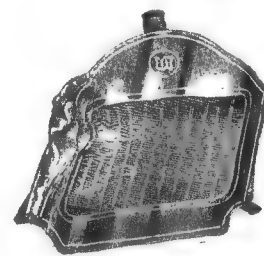
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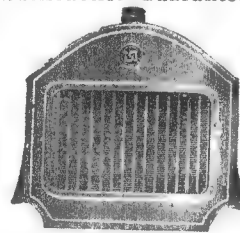
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Executive Committee:

Lon Cavanagh
Jim Davidson
Walter Davidson
Maynard Joiner

Jeff Lydiatt
Rupert MacMurray
Percy Newcombe
Fred Osborne
Harry Hutchcroft

A

1. Opening Chorus.
2. Ballad—"Tripoli" ----- Bill Keffer
3. End Song—"Morris & Max" ----- Fred Harling
4. Trio—"Don't You Remember the Time?" ----- Messrs. Chester
Lydiatt, Wm. Williams and R. W. MacMurray
5. End Song—"Twenty Years" ----- Jim Sewell
6. Quartette—"Doan You Cry Ma Honey" ----- Messrs. Garner,
Stanley, Johnston and MacMurray
7. Ballad—"When the Bell in the Lighthouse Rings,
Ding Dong" ----- Bert Thompson
8. Duet—"Dreaming Alone in the Twilight" ----- Messrs.
Stanley and MacMurray
9. End Song—"I Sent My Wife to the Thousand Isles" -- Harry Hutchcroft
10. Ballad—"Humming" ----- Albert Garner
Keep on humming although the skies are gray
Keep on humming till troubles fly away.
Bright days are coming, sunshine and cheer,
Just keep on humming, sadness will disappear.
Keep on humming, the world will smile at you
Sunbeams your love dreams will be,
Just hum a song as you travel along
Keep right on humming with me.
11. End Song—"Rags" ----- Jeff Lydiatt
12. Ballad—"Look for the Silver Lining" ----- Zara Stanley
Look for the silver lining
When ere a cloud appears in the blue.
Remember somewhere the sun is shining,
And so the right thing to do is make it shine for you.
A heart full of joy and gladness will always banish sadness and strife,
So always look for the silver lining,
And try to find the sunny side of life.
13. End Song—"Let Me Down Easy" ----- W. S. Davidson
14. Finale.



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Mossont Hats are the finest product of France.
the latest shades. Tom Campbell, R



Programme

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Offers

The 20th Century Scientific Marvel

SAWING A MAN IN TWO

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MOONSHINE

A Scene on 9th Avenue

The Vendor Roy Beavers
The Purchaser Jim Sewell

Our Fur Band Caps are very reasonable this winter and our stock is complete. The "Smile" Hat Shop.

D

MR. and MRS. J. K. PENLEY BALL ROOM DANCING

- (a) Espanita Waltz.
- (b) Argentine Tango

The newest Caps have the pleated back. We stock them in the latest shades. The "Smile" Hat Shop.

E

Monologue

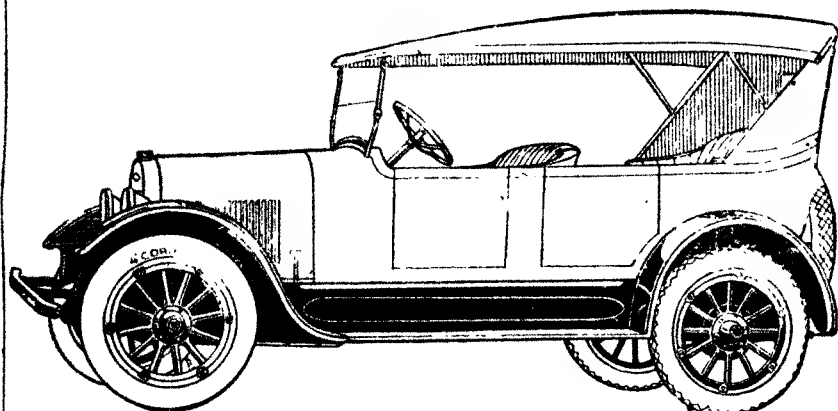
"THE BURNING QUESTION OF THE HOUR" GEORGE GITTUS

Let your new "Smile" Hat have the "Diamond" crease—it is the very latest in hat fashions. Tom Campbell, Rotarian.

F

CHAMPIONSHIP BOXING CONTEST 3 Rounds—Two Minutes Each CARPENTIER KIDS Medicine Hat

Have You Seen The New Master 4

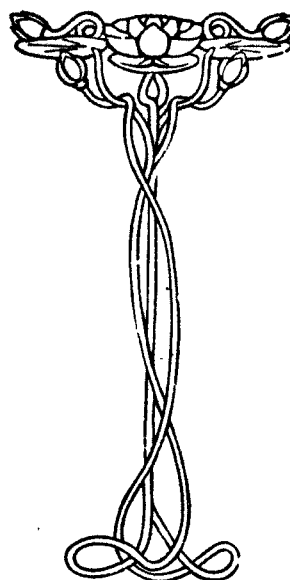


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This new master four is a sturdy, rugged car of beautiful design—a fitting companion to the famous Master Six—built by the same organization—a car worthy of the McLaughlin trade mark.

THE Paper in this Souvenir
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Shelf and Heavy Hardware

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The Only Exclusive Candy Store In Western Canada.

The Finest Quality it is possible to make.
The Purest Ingredients that Money Can Buy.
Experience in Candy Manufacture.
That's Why Everyone Admits the Superiority of
ROCHON'S CANDY
Buy Your Candy at Rochon's
Our Prices are Not High!

ROCHON'S Limited
122 Eighth Ave. W.

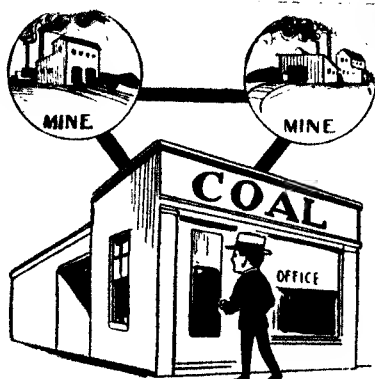


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Service is the foundation of our transfer and fuel business.
Exclusive Agents Famous Rosedale and Burns-Rite Coal.

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Ideal Gifts for Xmas

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"He Profits Most Who Serves Best."

The Rotarian Shoe Store of Calgary

We always uphold the Rotarian
principle. Our satisfied customers
prove this beyond doubt.

We prefer honestly satisfied custom-
ers to the almighty \$.

GLASS BROS.

222 Eighth Ave. West

THE ROTARY PLATFORM

Recognizing the commercial basis of
modern life as a necessary incident in
human evolution, the Rotary Club is
organized to express that proper rela-
tion between private interests and the
fusion of private interests which con-
stitute society.

To accomplish this purpose more
effectively, the principle of limited
membership has been adopted, the Ro-
tary Club consisting of one represen-
tative from each distinct line of busi-
ness or profession. Each member is
benefitted by contact with representa-
tive men engaged in different occupa-
tions and is enabled thereby to meet
more intelligently the responsibilities
of civic and business life.

The basis of club membership in-
sures the representation of all interests
and the domination of none in the con-
sideration of public questions relating
to business. On account of its limited
membership, the Rotary Club does not
constitute itself the voice of the entire
community on questions of general im-
portance, but its action on such ques-
tions is of great influence in advancing
the civil and business welfare of the
community.

The Rotary Club demands fair deal-
ings, honest methods and high stand-
ards in business. No obligation, actual
or implied, to influence business exists
in Rotary. Election to membership
therein is an expression of confidence
of the club in the member elected, and
of its good will towards him. As his
business is an expression of himself,
he is expected actively to represent it.

Membership in the Rotary Club is a
privilege and an opportunity and its
responsibility demands honest and
efficient service and thoughtfulness
for one's fellows. Service is the basis
of all business.



Lowney's Chocolates

The Originators
of
Package Chocolates

Lowney's

Sold Exclusively in
This Theatre

Lowney's Chocolates

P

Service

To serve Western Canada with only
that which is pure, healthful and
delightful in Aerated Waters, Fruit
Drinks, Health Waters and Temp-
erance Wines is the force behind

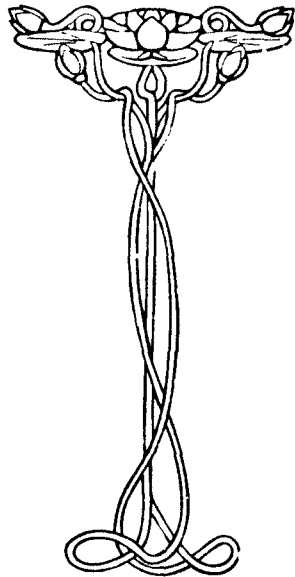
POLAR BEVERAGES

Western Canada's appreciation of
our efforts is evidence of an ideal
worth while.

Polar Aerated Water Works

Rotarian Gordon Goodison, Mgr.

Our Greater Service Idea



There is a wide difference between the words "big" and "great" when applied to Department Stores. Our Store has often been referred to as "one of the great Retail Institutions on this Continent". Few Cities of Calgary's size can boast of a "Store to equal it" and that, of course, is worth while. Under our new policy, however, of "larger business at smaller profits" our Store's usefulness to this community will be increased.

More and more customers will look to this as "their Store" because of the greater service it gives them. It will, in truth, be a great Store growing greater.

Hudson's Bay Company



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Like a New Suit From the Shop

your old garments come back to you from our dry cleaning process. You find it difficult to recognize in the bright, clean, new-looking suit that soiled suit you doubtfully gave us to clean a week ago. Yet here it is, with all its charm of color and beauty of line restored to you.

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Made to your measure by expert craftsmen.
No More \$35 No Less

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Of Dancing and Physical Education, Business Girls' and Children's Classes in Classical, Oriental, Pantomime, Nature, Dramatic, National, Community and Stage Dancing, Technique and Deportment. Adult Classes in Ball Room Dancing.

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914 TWELFTH AVENUE WEST.
Phone W4870

Rotary Clubs Are Community Builders

The Rotary Club has come to be known in each locality as a power for good, an example of high standards of ethics and personal character, and a cross-section of the substantial business and professional element of each community. The remarkable growth of Rotary has been spontaneous, entirely without the aid of systematic or paid organization work and stands today a monument to a big idea which is gladly accepted by the alert, progressive business and professional element of America and the world. Wherever you find a Rotary community, that community contains a group of men who are earnestly endeavoring to conduct their business and personal activities in accordance with a Creed of Right Living.

To the Rotarian, community prosperity is more desirable than personal profit. His city is "the best in the country" and his country "the best in the world." The Rotarian is an all-wool, yard-wide he-man, who works hard, plays square, and gives with a smile. He has an eye for a neighbor's need, a hand trained to help, and a heart for true men, good women and little children.

Membership in Rotary has always been restricted to one member from each distinctive business or profession (although occasionally one additional representative from same firm is permitted.) This membership restriction is one of Rotary's greatest advantages. The varied membership secured in this way provides the widest possible number of viewpoints for the consideration of business and community questions.

No charter of a Rotary Club has ever lapsed.

OUR AIM

To relieve every Motorist in Calgary of all the hardships of winter driving.

Non-Skid Chains
Anti-Freeze Mixtures
Radiator Repairs
Acetylene Welding.

SERVICE CARS AT ALL HOURS

WEBBER'S GARAGE

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THE BRITANNIA

The Most Up-to-Date Tea Room and Ice Cream Parlor in the City.

Our **LIGHT LUNCHEES** are Dainty and Delicious.
Our **SWEETS** are Guaranteed Wholesome and Pure.

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Sales Manager
Canada Cement
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Personal PRINTED Greeting Cards



1. Personal Greeting Cards, printed to your own taste, in your own words, suggests an original, artistic, economical and convenient method of conveying your friendly greetings at Christmas time.

2. Personal printed Greeting Cards cost so little but mean so much that you cannot afford to forget anyone.

3. Steel engraved Cards, simple in design, but artistic, embossed on good quality stock, will be in vogue for 1921.

4. We do not suggest extravagance, but we do emphasize that your Personal Greeting Cards this year should be worthy of the sender—let your choice be a card of quiet dignity, but carrying a "Personal" Christmas message.

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Litho-Print
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603 Centre St.



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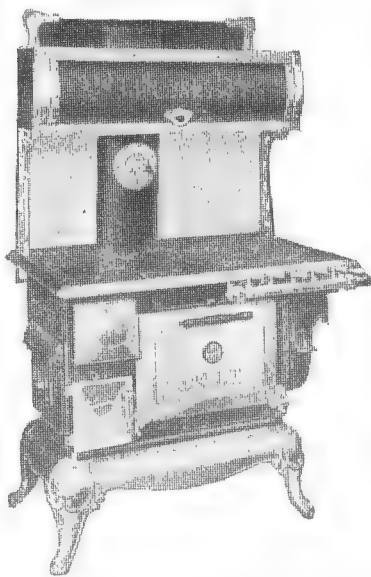


Frank Simonton
Secretary
Simington Co.
Ltd.

THE MEMBERSHIP REQUIREMENTS OF ROTARY

The Rotary Club in each city is composed of one member from each distinct line of business or profession, although occasionally one additional representative from the same firm is permitted. Such a plan makes for thorough representation of all branches of business, yet prevents an unwieldy number or the domination of any club by any one business or profession. Such a membership becomes an ideal forum for the consideration of public or civic questions. It prevents lagging interest, for if a lagger develops he is dropped from the Club, and the way is opened for a new and alert member.

Contact and exchange of ideas with diversified business interests is broadening in every sense and tends to introduce fresh thought and new viewpoints into every business and profession represented.



Marshall-Bever's
Hardware
Headquarters for
"Quality Hardware and Stoves"



MONTREAL

Assorted Chocolates
Assorted Hard Centers

PAGE & SHAW

Chocolates and Candy

BACK TO PRE-WAR PRICES

\$1.00 lb.

Assorted Creams
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Temple-Duff Drug Co., Ltd.

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MAKE SOME ONE HAPPIER

This is a worthy thought.
Put it into action and you have a taste of

TRUE ROTARY SPIRIT

Give a bit of cheer to someone who is ill, or to someone who has not been quite as fortunate as you have during the past year.

SAY IT WITH FLOWERS

they will convey your thoughts most expressively.

They carry a message of cheer for the young and old, the rich or poor.

EVERYBODY LOVES FLOWERS

For real service and Fresh Flowers grown by ourselves right here in Calgary.

"Bud Says His Buds are Unexcelled."

Call or Phone

The Campbell Floral Co.

GREENHOUSES: 16TH ST. & 8TH AVE. N.W. STORE: 224 8TH AVE. WEST

"Remember we are just next door to Bert Glass' Shoe Store"

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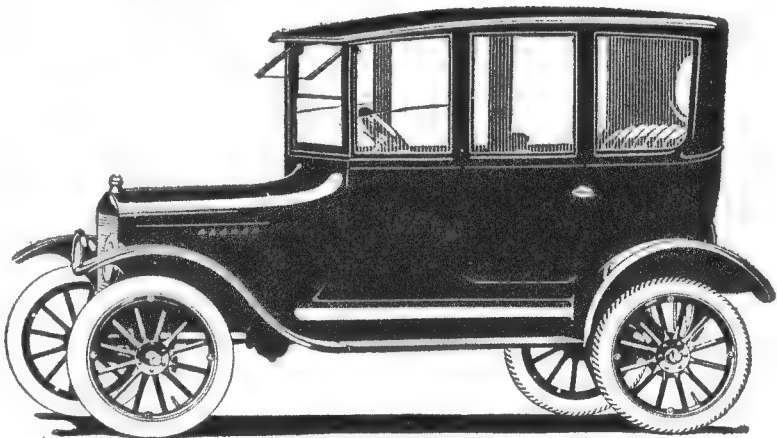
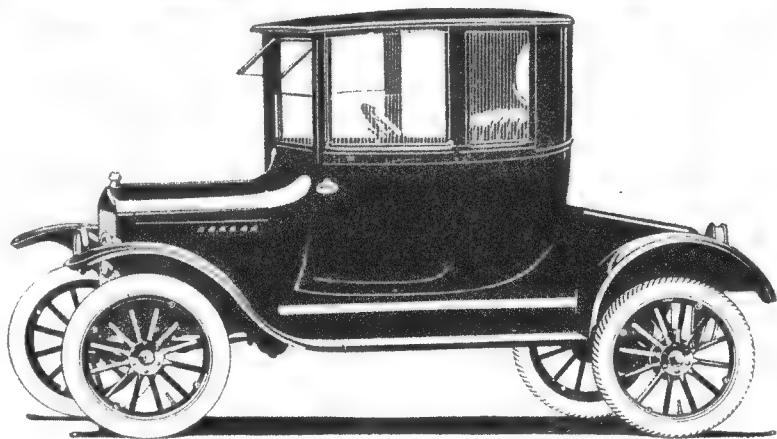
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All Weather Car

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DRY CLEANING PLANT
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are the latest de-
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For Particulars Phone or Call at Our Show Rooms

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The Highest Principle

"WHO SERVES BEST"
The Principle upon which Shelly's
Products have made their name.

THAT'S WHY

you know Shelly's Products are better
We are proud of our Principle.

Shelly's Bakery

"The Rotary Bakery"

Your friends will envy you!

Over 50 years' experience has taught us how to produce beautiful
and carefully finished fur garments. Before buying be sure and com-
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Beautiful Hudson Seal Coats, choice quality, plain or trimmed,
ranging from \$350.00 to \$535.00
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Choice Fresh Cut
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For Good Health Eat
"Bull Dog" Brand
APPLES and ORANGES

Mutual Brokers

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HAL MORGAN, Rotarian

Rotary Creed is Service

The Rotary platform is a concise statement of the principles and ethics guiding and actuating all Rotary Clubs. "The Rotary Club demands fair dealings, honest methods, and high standards in business" is the theme of this platform, and its last sentence "He Profits Most Who Serves Best" has been adopted as the latter part of the official slogan, which reads: "Service Above Self—He Profits Most Who Serves Best."

The "Rotary Code of Ethics" was adopted by the organization in 1915. It sets forth the principles and practices which should exist not only between Rotarians but all business and professional men everywhere. To read this Code of Ethics is to realize one of the reasons why this relatively new movement has gone forward by leaps and bounds. Men had been waiting for this very thing. It became a "living force" in the lives of men who had been obsessed with the one idea that business is simply the means of enabling men to make money, transforming them into men who chose for their motto "He Profits Most Who Serves Best" instead of the old standard "He Profits Most Who Accumulates Most in Material Things." To these men life became an investment, not measured in terms of dollars, but in terms of the faithful discharge of man's highest duties to those with whom he has any kind of association. The governor of one of the greatest States in the United States has said that "Rotary is able to catch the heartbeat—the harmony of life—and put it into action."

Rotary rarely expresses itself through resolutions, nor do the local clubs confine their actions on community matters to the mere passing of resolutions. When it does occur that an expression of opinion by resolution is necessary, Rotarian precedent requires that Rotary get behind the resolution and work to accomplish what it endorses.

Mount Royal College

For Girls and Young Women
Boys and Young Men

For prospectus apply to
Rev. G. W. Kerby, B.A., D.D.,
Principal.

We train young men and
women for any vocation in
life.

A safe place to send your
children.

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Wholesale Brokers
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CALGARY

Cliff Andrews, Mgr.

Your home may be your castle
but how much better it will become
if you re-decorate with **BOXER
PAPERS**, noted everywhere for
beauty of coloring and perfection of
design.

Handled in Calgary by

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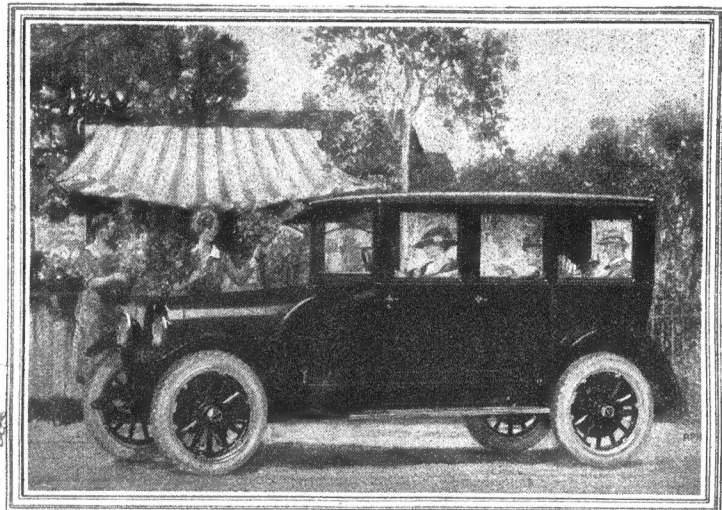
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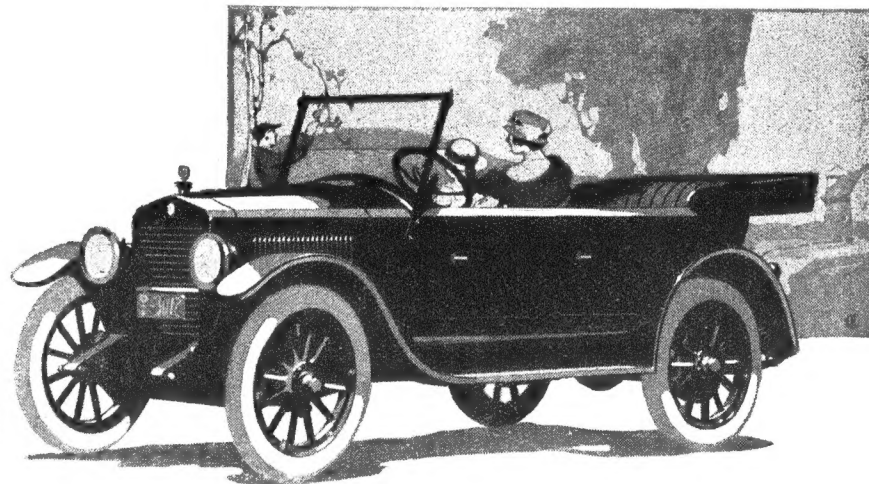
"A Car That Never Wears Out"

Of course that is not literally true. But Hudson wears so slowly, and compensating adjustments are so easily made that nothing short of gross neglect will diminish its smoothness or capacity for many years.

That is why you see Hudson's three, four and five years old (many now beyond their 100-thousandth mile) that are giving service not appreciably less smooth and able than when they were new.

7 Passenger Phaeton, \$3,150 F. O. B.

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Through Its Steadfast Reliability Essex Leads in Today's Market

With 50,000 owners giving a solid verdict for Essex reliability it is natural that you know the car best for that quality.

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It is because Essex with its low price, gives qualities obtainable elsewhere only in far costlier cars, that it has so notably centered the spring buying.

5 Passenger Phaeton, \$2,075 F. O. B. Calgary

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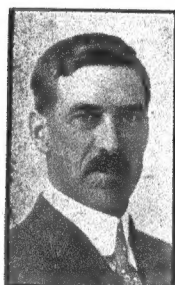
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HUDSON Super-Six

(346)



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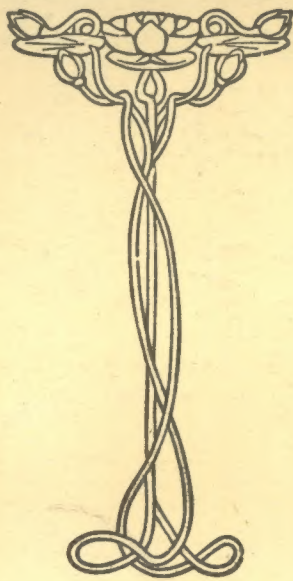
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That cornerstone has stood the test of over forty years of business wear and tear, and we attribute any measure of success which we have attained to the observance of the spirit in which it was laid.

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D. E. BLACK,
Managing Director.